

PASADENA

A.P.H.A. Convention City for 1934

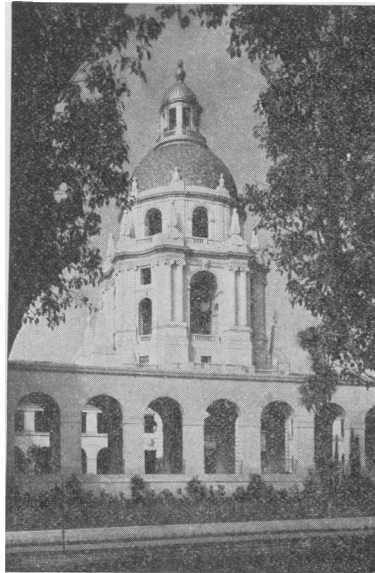
AS Pasadena has been honored by the A.P.H.A. in being selected as a meeting place for their convention in 1934, the city extends a most cordial message at this time to all who are planning to visit with us. It is that you will come as honored guests and for the length of your stay find happiness with us and carry away when you depart a bit of that glow about your hearts that your coming has given to us.

When Don Caspar de Portola and his band of explorers passed north in 1770, through the region now known as Southern California, they camped for a night near an Indian village in the foothills, overlooking a fertile valley. In the morning they awoke to view a spectacle of mountains and flowering valleys that brought forth exclamations of amazement and delight.

One hundred and four years later a group of sturdy pioneers from Indiana searching for a place to replant American homes and ideals that would bring happiness and security to their children selected that same spot which had delighted Portola and his followers. In 1875 this settlement, known as the Indiana Colony, formally adopted the name "Pasadena." It is a word derived from the Chippewa Indian dialect, meaning "Crown of the Valley." Since these early days many thousands from all parts of the globe have found here an ideal spot in which to live or spend a vacation.

The climate permits flowers to bloom and grass to be green the year around. Summer or winter, the days are delightful and the nights are cool. Weather Bureau statistics for 50 years show that January has an average temperature of 55, July of 71, a variation of 16 de-

grees. The average year has twelve days when the thermometer registers above 90, and thirteen days when it goes below 40.



City Hall

Within the city are many beautiful buildings and homes divided by streets lined with trees unsurpassed in nature's grandest contribution to her loveliness.

On the north are lofty mountains whose beauteous spots are easily accessible by well paved roads open summer and winter for those who love the mystifying grandeur of mountain surroundings.

To the west is a great natural gorge, the Arroyo Seco, its bed beautified with parks and its sides dotted with tile roofed villas.

To the south and east is California's great citrus domain.

Eleven miles away is the downtown



The Rose Bowl

center of the largest city in western America, the motion picture capital of the world.

There are a score or more of seaside resorts within 2 hours of Pasadena by interurban or motor car. Within 4 hours' drive to the south lies Mexico, and within nearly the same time north the giant redwood trees, the many lakes, and other grandeurs of the High Sierras.

California Institute of Technology is in the front rank of American institutions devoted to technical education and research. Here are gathered professors of international repute in buildings and laboratories equipped with the latest instruments for scientific research. Approximately 500 students are enrolled from all parts of the world. Here is an institution worthy of one's visit, regardless of whether or not he is scientifically inclined. The famous Guggenheim Aeronautical Experimental Station is located at the Institute.

Huntington Library—Ranking among the world's greatest museums, the Huntington Library comprises about 200,000 rare books and upward of 1,250,000 original manuscripts. The Huntington Art Gallery con-

tains the greatest collection of English portraits ever gathered under one roof. The collection is made up of 45 paintings—41 portraits and 4 landscapes—all outstanding works from the brushes of masters. The most famous painting in the gallery is Gainsborough's "Blue Boy," bought from the Duke of Westminster in 1921.

Mt. Wilson—On the summit of mile-high Mt. Wilson is situated the Mt. Wilson Observatory of the Carnegie Institution of Washington, D. C.—regarded as the world's foremost center of astronomical research. Equipment includes the world's largest telescope. The museum with its exhibit of astronomical photographs is open to the public for an hour each afternoon. Aside from the observatory, the summit affords an inspiring view of the San Gabriel Valley and the coast line beyond, and a delightful inn and dining room are on the summit. A very interesting astronomical lecture is given every Friday night.

Busch Gardens—A short distance south of the bridge are the famous Busch Gardens. The gardens are situated on the estate of the late Adolphus Busch, but are open to the public.



Colorado Street Bridge

Comprising 30 acres of beautiful landscaping, novel garden effects and rare horticultural specimens, they constitute one of Southern California's most renowned scenic attractions. The gardens are built on the east slope of the arroyo, and the natural topography of the land has permitted landscaping achievements hardly possible anywhere else. In variety of floriculture and magnificence of landscaping, they are said to excel all others. Along the eastern bank of the arroyo, winding paths, now climbing, now descending, lure one through a veritable fairyland of flowers and shrubs and trees, thickly set with secluded resting spots and populated by song birds. On the western side of the ravine, the steep, high cliffs are bright with the myriad colors of wild flowers. Scattered through the gardens are groups of statuary depicting familiar scenes from fairy tales. Tucked among the flowers and shrubs are tiny statues of gnomes and brownies.

Fourteen miles of walks wind through the gardens, twisting, turning, offering a new and beautiful picture at every bend.

The Los Angeles County Health Department, under the administration of Dr. J. L. Pomeroy, has developed an outstanding example of the district health center idea, and the County in coöperation with the various districts, has erected beautiful buildings well designed for this type of public health administration. These centers are well worth visiting, and it is planned to hold the first Health Officers Section meeting in one of them.

All the world knows Pasadena—its fame as a city of homes—the place where the quest for an ideal has ended. The inviting hospitality of Pasadena, its famed hotels, its unique recreational features, the delightful resorts of the Pacific, the broad expanse and mystery of the desert beckons you. We want you to share our pleasures and enrich us with your presence.



View Over the Municipal Golf Course